

GMR MARKETING**PHILIP MORRIS MEMORANDUM**

TO: Claire Person

FROM: Caroline Petty

cc:
E. Moore
M. Medina
C. Belmore
P. Sturchio

DATE: August 10, 1995

RE: Parliament Program Costs and Events

Per your request, here's the information regarding previous Parliament programs:

Panama City Beach, Florida
March 1994

GMR's Actual	\$260,886.04
No. of Events	56

East Coast
Summer 1995

GMR's Estimate	\$989,200
No. of Events	265

Miami, Florida
November 1995

GMR's Estimate	\$365,900
No. of Events	52
(Estimated)	

You and Maria will have to estimate PM's additional costs.

Miami looks high but in reality, given the incremental things we've included in our budget that we didn't produce in PCB, it's actually lower than PCB – and it's over a longer period of time. However, the difference is that we're not recommending beach events every day – just on weekends.

Please let me know if you have any questions – thanks!

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